

## ABSTRACT

An anchor member for anchoring a beach blanket or beach towel at the beach, the anchoring member having a stake portion having a lower end and an upper end, the lower end being tapered for facilitating insertion into the sand, the upper end being rounded and having extended therefrom a biased clamping means comprising an upper jaw and a lower jaw and biasing means disposed there between, the upper jaw and lower jaw having serrated surfaces so as to engage the fabric of a beach blanket or beach towel, the edge of which would be disposed there between, there being an anchor member associated with each corner of the beach blanket or beach towel.